



Retail Goods and Services Expenditures

Prepared by

Counties: Lee, AL

Top Tapestry Segments:		Demographic Summary		
			2007	2012
Midland Crowd	22.0%	Population	130,385	141,287
Dorms to Diplomas	18.3%	Households	53,204	58,221
College Towns	11.4%	Families	30,941	33,043
Up and Coming Families	10.0%	Median Age	28.8	29.5
Crossroads	7.8%	Median Household Income	\$35,466	\$38,932

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	64	\$1,766.94	\$94,008,344
Men's	65	\$324.63	\$17,271,871
Women's	63	\$608.19	\$32,357,968
Children's	67	\$292.34	\$15,553,855
Footwear	58	\$293.08	\$15,592,803
Watches & Jewelry	68	\$133.52	\$7,103,699
Apparel Products and Services ¹	78	\$115.18	\$6,128,148
Computer			
Computers and Hardware for Home Use	76	\$167.10	\$8,890,165
Software and Accessories for Home Use	76	\$22.66	\$1,205,580
Entertainment & Recreation	68	\$2,322.32	\$123,556,479
Fees and Admissions	66	\$405.09	\$21,552,417
Membership Fees for Clubs ²	65	\$103.12	\$5,486,558
Fees for Participant Sports, excl. Trips	65	\$73.71	\$3,921,560
Admission to Movie/Theatre/Opera/Ballet	73	\$109.87	\$5,845,341
Admission to Sporting Events, excl. Trips	72	\$41.11	\$2,187,335
Fees for Recreational Lessons	59	\$77.28	\$4,111,623
TV/Video/Sound Equipment	72	\$833.18	\$44,328,387
Community Antenna or Cable Television	69	\$460.80	\$24,516,212
Color Televisions	71	\$97.56	\$5,190,342
VCRs, Video Cameras, and DVD Players	71	\$27.35	\$1,455,111
Video Cassettes and DVDs	81	\$49.48	\$2,632,742
Video Game Hardware and Software	81	\$26.76	\$1,423,731
Satellite Dishes	68	\$1.05	\$55,809
Rental of Video Cassettes and DVDs	83	\$49.46	\$2,631,386
Sound Equipment ³	73	\$116.13	\$6,178,452
Rental and Repair of TV/Sound Equipment	80	\$4.60	\$244,602
Pets	66	\$290.89	\$15,476,410
Toys and Games	70	\$127.40	\$6,778,096
Recreational Vehicles and Fees ⁴	63	\$286.93	\$15,265,613
Sports/Recreation/Exercise Equipment ⁵	62	\$142.79	\$7,597,162
Photo Equipment and Supplies ⁶	70	\$96.51	\$5,134,741
Reading ⁷	66	\$139.53	\$7,423,653
Food	70	\$5,918.18	\$314,870,665
Food at Home	69	\$3,471.32	\$184,688,245
Bakery and Cereal Products	69	\$496.13	\$26,396,023
Meat, Poultry, Fish, and Eggs	68	\$898.54	\$47,805,894
Dairy Products	69	\$377.65	\$20,092,684
Fruit and Vegetables	68	\$592.97	\$31,548,219
Snacks and Other Food at Home ⁸	71	\$1,106.03	\$58,845,425
Food Away from Home	72	\$2,446.85	\$130,182,420
Alcoholic Beverages	77	\$475.09	\$25,276,872
Nonalcoholic Beverages at Home	71	\$307.54	\$16,362,535



Retail Goods and Services Expenditures

Prepared by

Counties: Lee, AL

	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	57	\$847.10	\$45,069,095
Vehicle Loans	72	\$4,412.92	\$234,785,091
Health			
Nonprescription Drugs	71	\$86.66	\$4,610,625
Prescription Drugs	65	\$376.67	\$20,040,419
Eyeglasses and Contact Lenses	65	\$54.25	\$2,886,331
Home			
Mortgage Payment and Basics ⁹	58	\$5,084.39	\$270,510,134
Maintenance and Remodeling Services	54	\$1,074.68	\$57,177,254
Maintenance and Remodeling Materials ¹⁰	58	\$215.85	\$11,484,179
Utilities, Fuel, and Public Services	69	\$3,022.20	\$160,793,038
Household Furnishings and Equipment			
Household Textiles ¹¹	67	\$93.24	\$4,960,872
Furniture	66	\$425.91	\$22,660,277
Floor Coverings	56	\$50.94	\$2,710,039
Major Appliances ¹²	64	\$189.00	\$10,055,577
Housewares ¹³	65	\$68.73	\$3,656,718
Small Appliances	68	\$24.97	\$1,328,496
Luggage	68	\$7.01	\$373,078
Telephones and Accessories	57	\$27.33	\$1,453,894
Household Operations			
Child Care	69	\$287.73	\$15,308,370
Lawn and Garden ¹⁴	60	\$270.17	\$14,374,305
Moving/Storage/Freight Express	73	\$38.81	\$2,064,930
Housekeeping Supplies ¹⁵	68	\$523.60	\$27,857,412
Insurance			
Owners and Renters Insurance	62	\$298.07	\$15,858,636
Vehicle Insurance	69	\$1,007.50	\$53,602,952
Life/Other Insurance	61	\$391.78	\$20,844,345
Health Insurance	64	\$1,261.51	\$67,117,237
Personal Care Products ¹⁶	72	\$342.25	\$18,208,946
School Books and Supplies ¹⁷	123	\$148.85	\$7,919,199
Smoking Products	77	\$369.83	\$19,676,369
Transportation			
Vehicle Purchases (Net Outlay) ¹⁸	70	\$4,037.48	\$214,809,849
Gasoline and Motor Oil	72	\$1,470.31	\$78,226,532
Vehicle Maintenance and Repairs	70	\$742.94	\$39,527,476
Travel			
Airline Fares	66	\$268.26	\$14,272,499
Lodging on Trips	62	\$253.05	\$13,463,008
Auto/Truck/Van Rental on Trips	62	\$27.09	\$1,441,371
Food and Drink on Trips	67	\$316.78	\$16,853,858

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Expenditure data are derived from the 2002, 2003 and 2004 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2007 and 2012.



Retail Goods and Services Expenditures

Prepared by

Counties: Lee, AL

¹**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

²**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

³**Sound Equipment** includes sound components and systems, CDs, tapes, records, needles, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

⁴**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

⁵**Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

⁶**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

⁷**Reading** includes newspapers, newspaper subscriptions, magazines, magazine subscriptions, and books.

⁸**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

⁹**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

¹⁰**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, insulation materials, and materials to finish a basement, for owned homes.

¹¹**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

¹²**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

¹³**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

¹⁴**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

¹⁵**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrapping supplies, postage, and delivery services.

¹⁶**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

¹⁷**School Books and Supplies** includes books and supplies for college, elementary school, high school, and preschool.

¹⁸**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.